WHAT IS CLAIMED IS:

1. A bicycle rim comprising:

an annular tire attachment portion adapted to have a tire mounted thereon;

an annular spoke attachment portion fixedly coupled with the tire attachment portion, the spoke attachment portion including a plurality of circumferentially spaced attachment openings with each opening having a central axis extending therethrough; and

a plurality of reinforcement members fixedly coupled to the spoke attachment portion at the attachment openings to effectively increase the thickness of the spoke attachment portion of the rim at the attachment openings, each of the reinforcement members being bonded to the spoke attachment portion, each reinforcement member having a base section including

a rim facing surface contacting an outer surface of the spoke attachment portion of the rim,

an exterior facing surface that faces in an opposite direction from the rim facing surface, and

a through opening that is aligned with one of the attachment openings.

2. The bicycle rim according to claim 1, wherein

each of the reinforcement members is bonded by melting metal to form a bond between the outer surface of the spoke attachment portion of the rim and the base section.

3. The bicycle rim according to claim 2, wherein

the bond between the outer surface of the spoke attachment portion of the rim and each of the base sections is formed by brazing.

4. The bicycle rim according to claim 3, wherein

each of the reinforcement members includes a tubular section extending from the base section through one of the attachment openings of the spoke attachment portion.

5. The bicycle rim according to claim 4 wherein

each of the tubular sections has internal threads formed therein.

6. The bicycle rim according to claim 5, wherein

each of the reinforcement members has an annular peripheral edge defined by the base section that defines a step between the base section and the outer surface of the spoke attachment portion.

7. The bicycle rim according to claim 6, wherein

the annular peripheral edges of the reinforcement members includes a tapering part and a radial part.

8. The bicycle rim according to claim 1, wherein

each of the reinforcement members has an annular peripheral edge defined by the base section that defines a step between the base section and the outer surface of the spoke attachment portion.

9. The bicycle rim according to claim 8, wherein

the annular peripheral edges of the reinforcement members includes a tapering part and a radial part.

10. The bicycle rim according to claim 9, wherein

each of the reinforcement members includes a tubular section extending from the base section through one of the attachment openings of the spoke attachment portion.

11. The bicycle rim according to claim 10 wherein

each of the tubular sections has internal threads formed therein.

12. The bicycle rim according to claim 1, wherein

the rim facing surface of each of the reinforcement members has a U-shaped contour in the axial direction of the rim to match an exterior contour of the outer surface of the spoke attachment portion.

13. The bicycle rim according to claim 3, wherein

each of the reinforcement members has an annular peripheral edge defined by the base section that defines a step between the base section and the outer surface of the spoke attachment portion.

14. The bicycle rim according to claim 1, wherein

each of the reinforcement members is integrally formed as a one-piece, unitary member.

15. The bicycle rim according to claim 1, wherein

the attachment openings are formed in an inner annular section such that the central axes of the attachment openings extend in generally a radial direction of the rim.

16. The bicycle rim according to claim 1, wherein

the tire attachment portion includes an annular bridge section extending between a pair of annular tire support sections to form a substantially U-shaped cross-sectional shape, the spoke attachment portion being fixedly coupled to the tire attachment portion to form an annular hollow area therebetween.

17. The bicycle rim according to claim 16, wherein

the annular bridge section is free of openings except for a single valve aperture formed therein.

18. The bicycle rim according to claim 17, wherein

each of the reinforcement members includes a tubular section extending from the base section through one of the attachment openings of the spoke attachment portion.

19. The bicycle rim according to claim 18, wherein

each of the tubular sections has internal threads formed therein.

20. The bicycle rim according to claim 1, wherein

each of the reinforcement members has a maximum overlapping dimension overlapping the annular spoke attachment portion as measured from an outer peripheral edge to a respective one of the attachment openings with the maximum overlapping dimension being at least half as large as a maximum transverse dimension of the attachment openings.